

# 2012 PANO Annual Conference Sponsorship Opportunities

*The Power of Telling Your Story: Many Stories—One Mission—Community Benefit*

See  
reverse  
for more  
info!

*PANO recently revised our mission and vision to focus on a strategic initiative - using the term Community Benefit Sector to better define charities by what they accomplish.*

### **Mission:**

**PANO leads Pennsylvania's Community Benefit Sector to achieve its fullest potential.**

### **Vision:**

**We envision a vibrant, thriving community where people realize their highest aspirations.**

**PANO, Your Partner for Nonprofit Excellence**

Pennsylvania Association  
of Nonprofit Organizations  
777 East Park Drive | Suite 300  
Harrisburg, PA 17111  
p: 717-236-8584  
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[www.pano.org](http://www.pano.org)

## What is PANO?

PANO is the statewide membership association that serves Pennsylvania's Community Benefit Sector through advocacy, education, leadership and other services. PANO's membership consists of a diverse array of over 800 community benefit organizations, corporate, individual and student members.

In helping Community Benefit Organizations become more efficient and effective through collaboration, cooperation and the sharing of resources and information, PANO enables them to succeed together where they could not succeed separately.

## 2012 PANO Annual Conference (April 16 - 17)

The 2012 conference theme is ***The Power of Telling Your Story: Many Stories – One Mission – Community Benefit***. The conference will address how Community Benefit Organizations can effectively tell their story in a compelling manner to key stakeholders such as funders, donors, legislators, media, boards, staff, program recipients and volunteers. The one-and-a-half day conference will consist of a keynote or plenary session on each day along with multiple breakout sessions. A networking reception will be held the evening of April 16 to welcome attendees while they connect and celebrate the 10<sup>th</sup> anniversary of PANO's Standards for Excellence® program.

## Benefits of Sponsorship

PANO provides businesses with the opportunity to reach Pennsylvania's network of Community Benefit Sector leaders. Sponsorship enables your organization to create meaningful interactions with decision-making leaders throughout the state.

If you have a business-to-business company, selling valuable products or services that Community Benefit Organizations use, you won't want to miss this opportunity to connect with executive directors, department directors and board members of Community Benefit Organizations throughout Pennsylvania.

**\*See reverse side for details on how we can work to meet your business goals.**



## 2012 PANO Annual Conference

Best Western Premier | 800 East Park Drive | Harrisburg, PA 17111

- \* A block of rooms has been reserved at a special rate of \$99 for the nights of April 15-17, 2012.**
- \* Call 717-561-2800 to make reservations. Please be sure to specify the PANO block.**

PANO is a 501(c)(3) nonprofit organization. Donations are tax deductible to the fullest extent allowed by law. The official registration and financial information of Pennsylvania Association of Nonprofit Organizations may be obtained from the Pennsylvania Department of State by calling toll free (within Pennsylvania): 1-800-732-0999. Registration does not imply endorsement.

# 2012 PANO ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

## Tailored to Fit *Your* Business Goals and Objectives

Your business goals are unique. We understand that resources must be allocated wisely - that's why we want to help you create the highest potential return on your investment. Creating a custom sponsorship will help you build your business by enhancing your relationship with current clients and open the door to meaningful interactions with prospective clients.



### Build relationships with the target audience of your service or product through:

- ⇒ **Conference Marketing Exposure via Online & Hard-Copy Mailing Opportunities**  
Web (Nearly 4,000 hits/month) | E-marketing (6,000+ recipients) | Hard-Copy Mailing (4,000+ recipients) | Post-Conference *Keynotes* Newsletter Recognition (1,500+ recipients)  
*Did you know . . . Multiple emails will be sent to 6,000+ individuals about the 2012 conference!*
- ⇒ **On-Site Exposure to 200+ Individuals** (CEOs, Dev./Ed./Mkt. Directors, Board Members, CFOs & COOs)  
Video Promo/Slide Presentation | Name Badges/Tote Bag | Conference Signage/Brochure | Reception  
*Did you know . . . Nonprofit CEOs made up nearly 25% of 2011 conference attendees!*
- ⇒ **Face-to-Face Communication Opportunities**  
Speaking Opportunities | Premier Exhibit Space | Keynote/Session Introductions | Registrations/Scholarships  
*Did you know . . . Your tailored sponsorship could include a video promotion opportunity!*

### \*Important Note:

The above opportunities are suggestions for maximizing the return on your sponsorship investment. Have an idea for your organization? Let's discuss how to best achieve *your* goals and objectives. Please contact James Eirkson, Dir. of Ed. & Community Outreach at PANO (contact information below). **Let's get creative!**

***\*Sponsors will receive recognition in the February conference brochure mailing if payment is made by January 20, 2012.***

## Scholarship Sponsorship

We are offering organizations the opportunity to provide attendance scholarships! Scholarships can be used to support specific Community Benefit Organizations to be represented at the conference, or may be provided to PANO to distribute as requested.

## Thank you! We greatly appreciate your sponsorship!

To sponsor the 2012 Conference, contact James Eirkson today to discuss *your* business goals.

James Eirkson, Director of Education & Community Outreach, PANO

ph (717) 236-8584 | email: [james@pano.org](mailto:james@pano.org)

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